

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Previously Presented) An optical modulation device retainer that retains a light modulator that modulates an incoming light flux in accordance with image information, comprising:

a rectangular plate-like body having an opening section at a substantially center thereof that passes through the incoming light flux;

a pair of standing pieces that protrude from a pair of parallel side edges of the rectangular plate-like body, and that extend along a direction into which an end edge of the rectangular plate-like body extends;

an extension section that is provided at a tip of each of the standing pieces to extend toward the opposing standing piece; and

a light modulator fixing section formed at a tip of the extension section that fixes the light modulator, a space enclosed by the rectangular plate-like body and the pair of standing pieces being inserted with one or more of optical conversion elements each including a substrate formed with an optical conversion film that converts an optical property of the incoming light flux, the optical conversion element being fixed with biased in a thickness direction of the substrate by a bias member.

2. (Previously Presented) The optical modulation device retainer according to claim 1, further comprising:

the light modulator including a light modulation element performing light modulation, and a retaining frame having an opening section corresponding to an image formation region of the light modulation element and being formed with at least two holes,

the extension sections being formed so as to correspond to the holes of the retaining frame, and

the light modulator fixing section being a pin protruding from the extension section to be inserted into the hole of the retaining frame.

3. (Previously Presented) The optical modulation device retainer according to claim 2, the light modulator fixing section being tapered, narrowing from a base end side toward a tip end side.

4. (Previously Presented) The optical modulation device retainer according to claim 1, a protrusion section extending along an insertion direction of the optical conversion element being formed at inner surfaces of the pair of standing pieces, and the bias member biasing the substrate of the optical conversion element to the protrusion section.

5. (Previously Presented) The optical modulation device retainer according to claim 4, the bias member including an engagement section that engages with an optical element insertion side end part of one of the standing pieces, and a spring-like section that is formed at an end part of the engagement section extending outward, to bias the substrate by abutting to the substrate of the optical conversion element.

6. (Previously Presented) The optical modulation device retainer according to claim 1, the rectangular plate-like body or one of the standing pieces being formed with a support surface that supports an end part of the optical conversion element, which is inserted into the space enclosed by the rectangular plate-like body and the pair of standing pieces.

7. (Previously Presented) The optical modulation device retainer according to claim 1, the rectangular plate-like body being formed with a notch that absorbs any change caused by heat.

8. (Previously Presented) An optical device, comprising:

a plurality of light modulators that modulate a plurality of color light beams in accordance with image information on a color light beam basis;

a color synthesizing optical unit that synthesizes the color light beams which are modulated by the light modulators, the light modulators and the color synthesizing optical unit being integrally formed;

a plurality of optical modulation device retainers that retain the plurality of light modulators; and

a plurality of optical conversion elements, each including an optical conversion film formed on a substrate that converts an optical property of an incoming light flux, each optical modulation device retainer including:

a rectangular plate-like body having an opening section at a substantially center thereof that passes incoming light flux;

a pair of standing pieces, which protrude from a pair of parallel side edges of the rectangular plate-like body and extend along a direction into which an end edge of the rectangular plate-like body extends;

an extension section provided at a tip of each of the standing pieces to extend toward the opposing standing piece;

a light modulator fixing section formed at a tip of the extension section for fixing a light modulator; and

a bias member for fixing one of the plurality of optical conversion elements to the optical modulation device retainer, the one of the plurality of optical conversion elements being inserted into a space, which is enclosed by the rectangular plate-like body and the pair of standing pieces and fixed to the optical modulation device retainer with biased in a thickness direction of the substrate of the one of the plurality of optical conversion elements

by the bias member, and the light modulator being fixed to the color synthesizing optical unit via the optical modulation device retainer.

9. (Previously Presented) The optical device according to claim 8, the light modulator including a light modulation element performing light modulation, and a retaining frame, which has an opening section corresponding to an image formation region of the light modulation element and that is formed with at least two holes, the extension sections of the optical modulation device retainer being formed so as to correspond to the holes of the retaining frame of the light modulator, and each light modulator fixing section being a pin protruding from each extension section to be inserted into each hole of the retaining frame.

10. (Previously Presented) The optical device according to claim 9, the light modulator fixing section being tapered, narrowing from a base end side toward a tip end side.

11. (Previously Presented) The optical device according to claim 8, a protrusion section extending along an insertion direction of the optical conversion element is formed at an inner surface of the pair of the standing pieces of the optical modulation device retainer, and the bias member biasing the substrate of the optical conversion element to the protrusion section.

12. (Previously Presented) The optical device according to claim 11, the bias member of the optical modulation device retainer including an engagement section that engages with an optical element insertion side end part of one of the standing pieces, and a spring-like section formed at an end part of the engagement section extending outward, to bias the substrate of the optical conversion element by abutting to the substrate.

13. (Previously Presented) The optical device according to claim 8, the rectangular plate-like body or one of the standing pieces of the optical modulation device retainer being formed with a support surface that supports an end part of the optical

conversion element to be inserted into the space enclosed by the rectangular plate-like body and the pair of standing pieces.

14. (Previously Presented) The optical device according to claim 8, the rectangular plate-like body of the optical modulation device retainer being formed with a notch that absorbs any change caused by heat.

15. (Previously Presented) The optical device according to claim 8, the optical conversion element to be inserted into the space enclosed by the rectangular plate-like body and the pair of standing pieces of the optical modulation device retainer being a polarization element that converts a polarization axis of the incoming light flux, and the polarization element having two or more polarization films whose polarization axes are parallel to each other and whose light absorption property is different.

16. (Previously Presented) The optical device according to claim 15, the optical conversion element including the substrate formed with the at least two or more polarization films being placed so as to sandwich the protrusion section, and the substrate thereof being fixed with biased by the bias member, and the at least two or more polarization films being placed with a certain space therebetween by the protrusion section.

17. (Previously Presented) The optical device according to claim 8, a back surface of the rectangular plate-like body formed with one of the standing pieces of the optical modulation device retainer being fixed to the color synthesizing optical unit using a thermosetting adhesive or a light curing adhesive, and a back surface of the rectangular plate-like body being grain-finished.

18. (Previously Presented) The optical device according to claim 8, the rectangular plate-like body of the optical modulation device retainer having an indented section formed at a part of an end surface fixed to the color synthesizing optical unit.

19. (Previously Presented) The optical device according to claim 8, a support surface being formed at a tip of the standing piece of the optical modulation device retainer that supports other optical conversion elements.

20. (Previously Presented) The optical device according to claim 8, the standing pieces being formed so as to have the same length as a pair of parallel side edges of the rectangular plate-like body.

21. (Currently Amended) A projector, comprising:

- a light source;
- an optical device in which a plurality of light modulators ~~that~~ modulate a plurality of color light beams in accordance with image information on a color light beam basis and a color synthesizing optical device that synthesizes the color light beams having been subjected to modulation by the light modulators;
- a projection optical system that enlarges and projects an optical image to be emitted from the optical device;
- a plurality of optical modulation device retainers that retain the plurality of light modulators, and
- a plurality of optical conversion elements, each including an optical conversion film formed on a substrate for converting an optical property of an incoming light flux, each optical modulation device retainer including:
  - a rectangular plate-like body having an opening section at a substantially center thereof that passes incoming light flux;
  - a pair of standing pieces, which protrude from a pair of parallel side edges of the rectangular plate-like body and extend along a direction into which an end edge of the rectangular plate-like body extends;

an extension section provided at a tip of each of the standing pieces to extend toward the opposing standing piece;

a light modulator fixing section formed at a tip of the extension section for fixing a light modulator; and

a bias member that fixes the optical conversion element to the optical modulation device retainer,

and one of the plurality of optical conversion elements being inserted into a space enclosed by the rectangular plate-like body and the pair of standing pieces to be fixed to the optical modulation device retainer with biased in a thickness direction of the substrate of the one of the plurality of optical conversion elements by the bias member; and

the light modulator being fixed to the color synthesizing optical device via the optical modulation device retainer.

22. (Previously Presented) The projector according to claim 21, the light modulator including a light modulation element performing light modulation, and a retaining frame, which has an opening section corresponding to an image formation region of the light modulation element and that is formed with at least two holes, the extension sections of the optical modulation device retainer being formed so as to correspond to the holes of the retaining frame of the light modulator, and the light modulator fixing section being a pin protruding from each extension section to be inserted into each hole of the retaining frame.

23. (Previously Presented) The projector according to claim 22, the light modulator fixing section being tapered, narrowing from a base end side toward a tip end side.

24. (Previously Presented) The projector according to claim 21, a protrusion section extending along an insertion direction of the optical conversion element being formed on inner surfaces of the pair of standing pieces of the optical modulation device retainer, and

the bias member biasing the substrate of the optical conversion element to the protrusion section.

25. (Previously Presented) The projector according to claim 24, the bias member of the optical modulation device retainer including an engagement section that engages with an optical element insertion side end part of one of the standing pieces, and a spring-like section formed at an end part of the engagement section extending outward, to bias the substrate of the optical conversion element by abutting to the substrate.

26. (Previously Presented) The projector according to claim 21, the rectangular plate-like body or one of the standing pieces of the optical modulation device retainer being formed with a support surface that supports an end part of the optical conversion element to be inserted into a space enclosed by the rectangular plate-like body and the pair of standing pieces.

27. (Previously Presented) The projector according to claim 21, the rectangular plate-like body of the optical modulation device retainer being formed with a notch that absorbs any change caused by heat.

28. (Previously Presented) The projector according to claim 21, the optical conversion element to be inserted into the space enclosed by the rectangular plate-like body and the pair of standing pieces of the optical modulation device retainer being a polarization element that converts a polarization axis of the incoming light flux, and the polarization element having at least two or more polarization films whose polarization axes are parallel to each other and whose light absorption property is different.

29. (Previously Presented) The projector according to claim 28, the optical conversion element including the substrate formed with the at least two or more polarization films being placed so as to sandwich the protrusion section,



and the substrate thereof being biased by the bias member, and the at least two or more polarization films being placed with a certain space therebetween by the protrusion section.

30. (Previously Presented) The projector according to claim 21,  
a back surface of the rectangular plate-like body formed with one of the standing pieces of the optical modulation device retainer being fixed to the color synthesizing optical device using a thermosetting adhesive or a light curing adhesive, and the back surface of the rectangular plate-like body being grain-finished.

31. (Previously Presented) The projector according to claim 21,  
the rectangular plate-like body of the optical modulation device retainer having an indented section formed at a part of an end surface fixed to the color synthesizing optical device.

32. (Previously Presented) The projector according to claim 21,  
a support surface being formed at a tip of the standing piece of the optical modulation device retainer that supports other optical conversion elements.

33. (Previously Presented) The projector according to claim 21,  
the standing pieces being so formed as to have the same length as a pair of parallel side edges of the rectangular plate-like body.